



## 2007 ASSEMBLY BILL 717

January 22, 2008 - Introduced by Representatives HINES, WASSERMAN, YOUNG, A. OTT, SINICKI, BENEDICT, BERCEAU, GRIGSBY and MOLEPSKE, cosponsored by Senators ROBSON, HANSEN, MILLER, LEHMAN, RISSER, COGGS, COWLES, ROESSLER and SULLIVAN. Referred to Committee on Public Health.

1     **AN ACT** *to amend* 20.143 (3) (j); and *to create* 165.25 (4) (ag) and 167.35 of the  
2             statutes; **relating to:** fire safety performance standards for cigarettes, making  
3             an appropriation, and providing a penalty.

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### *Analysis by the Legislative Reference Bureau*

Current law does not require cigarettes to meet any standards with regard to fire safety. Under this bill, cigarettes sold in Wisconsin must meet the fire safety performance standard specified in the bill. The performance standard requires that not more than 25 percent of the cigarettes tested may exhibit full-length burns. The bill establishes requirements for the testing procedures and allows the Department of Commerce (Commerce) to consider an alternative testing method and alternative performance standard, either proposed by a manufacturer or adopted by another state, if Commerce determines that a type of cigarette made by the manufacturer cannot be tested using the standard test method specified in the bill.

The bill requires the manufacturer to file a written certification with Commerce stating the cigarettes it seeks to sell in Wisconsin meet the fire safety performance standard. The manufacturer must also provide a copy of this certification to each person authorized to sell cigarettes in this state, other than a retailer. The bill also requires the manufacturer to mark cigarette packaging to show that the cigarettes being sold are covered by a certification.

**ASSEMBLY BILL 717**

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

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*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

1           **SECTION 1.** 20.143 (3) (j) of the statutes is amended to read:

2           20.143 (3) (j) *Safety and building operations.* The amounts in the schedule for  
3 the purposes of chs. 101, 145, and 168 and ss. 167.35, 236.12 (2) (a), 236.13 (1) (d) and  
4 (2m), and 236.335. All moneys received under ch. 145, ss. 101.177 (4) (a) 4., 101.178,  
5 101.19, 101.63 (9), 101.654 (3), 101.73 (12), 101.82 (4), 101.955 (2), 101.973 (7), and  
6 236.12 (7), except moneys received under s. 101.9208 (2m), and all moneys  
7 transferred under 2005 Wisconsin Act 45, section 76 (6), shall be credited to this  
8 appropriation.

9           **SECTION 2.** 165.25 (4) (ag) of the statutes is created to read:

10           165.25 (4) (ag) The department of justice shall furnish legal services upon  
11 request of the department of commerce under s. 167.35 (7).

12           **SECTION 3.** 167.35 of the statutes is created to read:

13           **167.35 Fire safety performance standards for cigarettes. (1)**

14           DEFINITIONS. In this section:

15           (a) “Cigarette” means any roll of tobacco wrapped in paper or in any substance  
16 other than tobacco.

17           (b) “Department” means the department of commerce unless the context  
18 requires otherwise.

19           (c) “Direct marketer” has the meaning given in s. 139.30 (2n).

20           (d) “Distributor” has the meaning given in s. 139.30 (3).

21           (e) “Jobber” has the meaning given in s. 139.30 (6).

**ASSEMBLY BILL 717**

1 (f) "Manufacturer" means any of the following:

2 1. Any person who manufactures or otherwise produces cigarettes anywhere  
3 or causes cigarettes to be manufactured or produced anywhere, if the person intends  
4 that the cigarettes are to be sold in this state, including cigarettes that are sold in  
5 the United States through an importer.

6 2. The first purchaser anywhere that intends to resell in the United States  
7 cigarettes that are manufactured anywhere, if the original manufacturer or  
8 producer did not intend that the cigarettes be sold in the United States.

9 3. Any entity that becomes a successor to a person described in subd. 1. or a  
10 purchaser described in subd. 2.

11 (g) "Repeatability" means the range of values within which the repeat results  
12 of cigarette test trials from a single laboratory will fall 95 percent of the time.

13 (h) "Retailer" has the meaning given in s. 134.66 (1) (g).

14 (i) "Sell" or "sale" has the meaning given in s. 139.30 (12).

15 **(2) CERTIFICATION FILED BY MANUFACTURERS.** (a) Each manufacturer that sells  
16 or offers to sell cigarettes in this state shall file a written certification with the  
17 department, certifying that each type of cigarette listed in the certification has been  
18 tested in accordance with sub. (3) and complies with the applicable fire safety  
19 performance standard under sub. (3).

20 (b) For each type of cigarette listed in the certification, all of the following  
21 information shall be included in the certification:

22 1. The brand or trade name that appears on the package.

23 2. The style of the cigarette, such as light or ultra-light.

24 3. The length in millimeters.

25 4. The circumference in millimeters.

**ASSEMBLY BILL 717**

1           5. Any flavor description for the cigarette.

2           6. Whether the cigarette is filter or nonfilter.

3           7. The type of individual container in which the cigarette is packaged, such as  
4 a soft pack or a box.

5           8. A description of the marking required under sub. (4).

6           9. The name, address, and telephone number of the laboratory conducting the  
7 testing of the cigarette as required under sub. (3), if the laboratory is not owned and  
8 operated by the manufacturer of the cigarette.

9           10. The date on which the testing required under sub. (3) occurred.

10           (c) Upon filing a certification under par. (a), a manufacturer shall provide a  
11 copy of the certification to each distributor, jobber, or direct marketer that purchases  
12 from the manufacturer cigarettes that are the subject of the certification. Each  
13 manufacturer shall also provide to each distributor, jobber, and direct marketer  
14 sufficient copies of an illustration of the package marking required under sub. (4) to  
15 be given to each retailer to whom the distributor, jobber, or direct marketer sells  
16 cigarettes.

17           (d) Each manufacturer shall file the certification under par. (a) with the  
18 department every 3 years.

19           (e) The department shall promptly forward a copy of each certification it  
20 receives under par. (a) to the attorney general.

21           (f) Each manufacturer shall pay to the department a fee of \$250 for each type  
22 of cigarette listed in each certification filed with the department under par. (a).

23           (g) If a manufacturer has certified a type of cigarette pursuant to this  
24 subsection, and makes any change after the certification to that type of cigarette that  
25 is likely to alter its compliance with the applicable fire safety performance standard,

**ASSEMBLY BILL 717**

1 no person may offer for sale or sell that type of cigarette in this state unless the  
2 manufacturer retests the cigarette in accordance with the applicable testing method  
3 under sub. (3) (a) and maintains the reports of that testing as required under sub.  
4 (3) (f).

5 **(3) TEST METHODS; PERFORMANCE STANDARDS.** (a) *Method of testing.* For purposes  
6 of this section, testing of cigarettes conducted by a manufacturer or conducted or  
7 sponsored by the state shall meet all of the following requirements:

8 1. The testing shall be conducted in accordance with the standard test method  
9 for measuring the ignition strength of cigarettes established by the American Society  
10 for Testing and Materials International standard E2187-04. The department may  
11 adopt a substitute test method that is different from the standard test method, if the  
12 department finds that the substitute test method does not result in a change in the  
13 percentage of full-length burns exhibited by any tested cigarette when compared to  
14 the percentage of full-length burns the same cigarette would exhibit when tested in  
15 accordance with the standard test method.

16 2. The testing shall be conducted on 10 layers of filter paper.

17 3. The fire safety performance standard under this subsection shall be applied  
18 only to a complete test trial, which shall consist of 40 replicate tests for each cigarette  
19 tested.

20 4. Each laboratory conducting the testing shall implement a quality control and  
21 quality assurance program that meets the requirements under par. (b) and that  
22 includes a procedure that will determine the repeatability of the results from the  
23 testing. The repeatability value may not be greater than 0.19.

24 5. Each laboratory conducting the test under this subsection shall be accredited  
25 pursuant to the standard ISO/IEC 17025 of the International Organization for

**ASSEMBLY BILL 717****SECTION 3**

1 Standardization or other comparable accreditation standard required by the  
2 department.

3 (b) *Quality control and quality assurance program.* For purposes of par. (a) 4.,  
4 a quality control and quality assurance program shall include a laboratory procedure  
5 that ensures all of the following:

6 1. That operator bias, systematic and nonsystematic methodological errors,  
7 and equipment-related problems do not affect the results of the testing.

8 2. That the testing repeatability remains within the required repeatability  
9 value stated in par. (a) 4. for all of the test trials used to certify cigarettes under sub.  
10 (2).

11 (c) *Fire safety performance standard.* 1. A testing of cigarettes does not meet  
12 the applicable fire safety performance standard unless no more than 25 percent of  
13 the cigarettes tested in a complete test trial under par. (a) exhibit full-length burns.

14 2. Each type of cigarette listed in a certification under sub. (2) that uses lowered  
15 permeability bands in the cigarette paper in order to meet the fire safety  
16 performance standard under subd. 1. shall meet one of the following requirements:

17 a. For a cigarette that does not have bands positioned by design, the cigarette  
18 shall have at least 2 nominally identical bands on the paper surrounding the tobacco  
19 column, at least one of them being a complete band located at least 15 millimeters  
20 from the lighting end of the tobacco column.

21 b. For a cigarette that has bands positioned by design, the cigarette shall have  
22 at least 2 nominally identical bands on the paper surrounding the tobacco column.  
23 At least one of these bands shall fully be located at least 15 millimeters from the  
24 lighting end of the tobacco column, and at least one of the remaining bands shall fully

**ASSEMBLY BILL 717**

1 be located at least 10 millimeters from the filter end of the tobacco column or at least  
2 10 millimeters from the labeled end of the tobacco column for a nonfiltered cigarette.

3 (d) *Alternative test methods and performance standards proposed by*  
4 *manufacturers.* 1. If the department determines that a type of cigarette cannot be  
5 tested in accordance with the test method required under par. (a), the manufacturer  
6 thereof shall propose an alternative test method and alternative fire safety  
7 performance standard for approval by the department.

8 2. If the department determines that the alternative fire safety performance  
9 standard proposed under subd. 1. is equivalent to the applicable fire safety  
10 performance standard under par. (c), the department shall approve the alternative  
11 test method and the alternative performance standard for use by the manufacturer.

12 (e) *Provisions from other states.* In lieu of approving an alternative test method  
13 and alternative fire safety performance standard under par. (d), the department may  
14 review the cigarette fire safety requirements enacted or otherwise adopted by  
15 another state. The department shall allow a manufacturer to use the results of the  
16 other state's alternative test method and alternative performance standard for the  
17 purpose of certification under sub. (2) (a), if the department determines that the  
18 safety requirements are comparable to the requirements under this section, that the  
19 other state's safety requirements specify the same test method and the same  
20 performance standard that are specified in pars. (a) and (c), and that the other state  
21 has approved an alternative test method and alternative performance standard as  
22 meeting the requirements under that state's cigarette fire safety requirements. The  
23 department may not require additional testing under this paragraph, unless the  
24 department determines that it is not reasonable for the results to be used for this  
25 purpose.

**ASSEMBLY BILL 717****SECTION 3**

1           (f) *Reporting requirement.* 1. Each manufacturer shall keep reports on all test  
2 results on all types of cigarettes that are offered for sale and that are conducted to  
3 determine compliance with this section and shall keep copies of these reports for 3  
4 years.

5           2. Upon written request from the department or the attorney general, a  
6 manufacturer shall make copies of the reports under subd. 1. available to the  
7 department or the attorney general within 60 days after receiving the request.

8           **(4) MARKING OF CIGARETTES.** (a) Each manufacturer of cigarettes that are the  
9 subject of a certification filed under sub. (2) (a) shall mark the cigarettes to show that  
10 the cigarettes meet the applicable fire safety performance standard under sub. (3).  
11 The marking shall be in 8-point or larger type and shall be a modification of the  
12 universal product code that results in a visible mark being printed at or near the  
13 universal product code.

14           (b) For the purposes of par. (a), the visible mark shall consist of one of the  
15 following:

16           1. Alphanumeric or symbolic characters permanently stamped, engraved,  
17 embossed, or printed in conjunction with the universal product code.

18           2. A visible combination of alphanumeric or symbolic characters permanently  
19 stamped, engraved, embossed, or printed upon the cigarette package or cellophane  
20 wrap.

21           3. Printed, stamped, engraved, or embossed text that indicates the cigarettes  
22 must meet the applicable fire safety performance standard under sub. (3).

23           4. The letters “FSC.”

24           (c) A manufacturer shall use only one marking, shall use this marking  
25 uniformly for all types of cigarettes marketed by the manufacturer, and shall apply



**ASSEMBLY BILL 717**

1 this marking to all packs, cartons, cases, and other packages containing the  
2 cigarettes.

3 (d) Prior to the certification of a type of cigarette, a manufacturer shall present  
4 its proposed marking to the department for approval. Upon receipt of the proposed  
5 marking, the department shall approve or disapprove the marking presented subject  
6 to par. (e). If the department fails to act within 10 business days after receiving the  
7 proposed marking, the marking shall be considered to have been approved by the  
8 department.

9 (e) The department shall approve a proposed marking under par. (d), if the  
10 proposed marking meets the size and location requirements under par. (a) and if  
11 either of the following applies:

12 1. The marking is in use and has been approved for cigarettes that are sold in  
13 New York.

14 2. The marking consists of the letters "FSC."

15 (f) A manufacturer may not modify a marking approved under par. (d).

16 **(5) PROHIBITION.** (a) Except as provided in pars. (b) and (c), no person may sell  
17 or offer to sell cigarettes to a person located in this state unless all of the following  
18 apply:

19 1. The cigarettes are of a type that has been tested in accordance with this  
20 section.

21 2. The cigarettes meet the applicable fire safety performance standard required  
22 under this section.

23 3. The cigarettes are of a type that are covered by a certification filed under sub.  
24 (2) (a).

25 4. The cigarettes are marked in compliance with sub. (4).

**ASSEMBLY BILL 717****SECTION 3**

1 (b) Paragraph (a) does not apply to the selling or the offering for sale of  
2 cigarettes by a manufacturer, distributor, direct marketer, jobber, or retailer if the  
3 stamps acquired under s. 139.32 were affixed to the cigarette packages prior to the  
4 effective date of this paragraph .... [revisor inserts date], and if the quantity of such  
5 cigarettes in the manufacturer's, distributor's, direct marketer's, jobber's, or  
6 retailer's possession prior to the effective date of this paragraph .... [revisor inserts  
7 date], is comparable to the quantity of cigarettes in the manufacturer's, distributor's,  
8 direct marketer's, jobber's, or retailer's possession during the same period of the  
9 previous year.

10 (c) Paragraph (a) does not apply to the selling or the offering for sale of  
11 cigarettes solely for the purpose of consumer testing that is conducted by a  
12 manufacturer or under the control and direction of a manufacturer if all of the  
13 following apply:

14 1. The purpose of testing is to evaluate consumer acceptance of the cigarettes.

15 2. The testing involves only the number of cigarettes that is reasonably  
16 necessary for the testing.

17 3. The testing is in a controlled setting where the cigarettes are either smoked  
18 onsite or are returned to the person administering the test at the conclusion of the  
19 testing.

20 **(6) PENALTIES.** (a) Any person who knowingly sells or offers to sell cigarettes  
21 at wholesale in violation of sub. (5) (a) shall forfeit not more than \$10,000 for each  
22 sale subject to par. (e).

23 (b) Any person who knowingly sells or offers to sell cigarettes at retail in  
24 violation of sub. (5) (a) shall forfeit:

**ASSEMBLY BILL 717**

1           1. Not more than \$500 for each violation that involves not more than 1,000  
2 cigarettes.

3           2. Not more than \$1,000 for each violation that involves 1,000 or more  
4 cigarettes, subject to par. (e).

5           (c) Any manufacturer that knowingly files a false certification under sub. (2)  
6 (a) shall forfeit not more than \$10,000. Each false certification constitutes a separate  
7 offense.

8           (d) Any manufacturer who fails to comply with sub. (3) (f) 2. shall forfeit not  
9 more than \$10,000. Each day of violation constitutes a separate offense.

10          (e) The total amount of forfeitures imposed under par. (a) against a single  
11 violator may not exceed more than \$100,000 during any 30-day period. The total  
12 amount of forfeitures imposed under par. (b) 2. against a single violator may not  
13 exceed more than \$25,000 during any 30-day period.

14          **(7) ADMINISTRATION AND ENFORCEMENT.** (a) The department or attorney general  
15 may file an action in civil court for a violation of this section. The relief sought in the  
16 action may include injunctive relief, damages incurred by the state because of the  
17 violation, enforcement costs, court costs, and attorney fees. Each violation of this  
18 section constitutes a separate civil violation for which the department or attorney  
19 general may seek relief.

20          (b) The department of revenue, in the course of conducting any inspection or  
21 examination authorized under s. 139.39, may inspect cigarettes to determine if the  
22 cigarettes are marked as provided under sub. (4), and the department of revenue  
23 shall notify the department of commerce of any unmarked cigarettes.

24          (c) Authorized personnel from the department of justice, from the department  
25 of commerce, and from the department of revenue, and any sheriff, police officer, or

**ASSEMBLY BILL 717****SECTION 3**

1 other law enforcement personnel, within their respective jurisdictions, may enter  
2 and inspect any premises where cigarettes are made, sold, offered for sale, or stored  
3 to determine if the cigarettes comply with this section. An inspection under this  
4 paragraph includes examining the books, papers, invoices, and other records of any  
5 person who is subject to this section and who is in control, possession, or occupancy  
6 of the premises.

7 **(8) SEIZURE.** All cigarettes acquired, owned, imported, possessed, kept, stored,  
8 made, sold, distributed, or transported in violation of this section are subject to  
9 seizure by anyone authorized to inspect premises under sub. (7) (c). All cigarettes  
10 seized for violating this section shall be destroyed after the person who holds the  
11 trademark rights in the cigarette brand has been given a reasonable opportunity to  
12 inspect the cigarettes.

13 **(9) SELLING CIGARETTES OUTSIDE OF THIS STATE.** This section does not apply to any  
14 manufacturer or any person who sells or offers to sell cigarettes that are prohibited  
15 from being sold under sub. (5) (a) if either of the following applies:

16 (a) The cigarettes will be stamped for sale in a state other than this state.

17 (b) The cigarettes are packaged to be sold outside the United States and the  
18 manufacturer or seller has taken reasonable steps to ensure that the cigarettes will  
19 not be sold or offered to be sold to any person in this state.

20 **(10) NEW YORK, FEDERAL, AND LOCAL LAWS.** (a) This section shall be implemented  
21 in accordance with the implementation and substance of the New York Fire Safety  
22 Standards for Cigarettes that are in effect on the effective date of this paragraph ....  
23 [revisor inserts date]. If, after the effective date of this paragraph .... [revisor inserts  
24 date], the New York safety standards are changed, the department shall suggest  
25 proposed legislation to the chairpersons of the appropriate standing committees of

**ASSEMBLY BILL 717**

1 the legislature, as designated by the presiding officer of each house. The proposed  
2 legislation shall contain the provisions necessary to bring this section into  
3 accordance with the New York safety standards.

4 (b) If the department determines that the federal government has enacted  
5 legislation that establishes a fire safety performance standard that conflicts with or  
6 that preempts the provisions of this section that establish fire safety performance  
7 standards, this section does not apply after the date on which the federal legislation  
8 takes effect.

9 (c) A city, village, town, or county may enact and enforce an ordinance or adopt  
10 and enforce a resolution regulating the fire safety performance of cigarettes that are  
11 sold or that are offered to be sold in this state only if the ordinance is in strict  
12 conformity with this section.

13 **SECTION 4. Effective dates.** This act takes effect on the first day of the 18th  
14 month beginning after publication, except as follows:

15 (1) The treatment of section 167.35 (10) (c) of the statutes takes effect on the  
16 day after publication.

17 (END)